

# **EXHIBIT 101**

# **REDACTED**

Internal Only - Privileged and Confidential

## Goog Ad Manager

### [Comms Doc] - Limit Enforcement: Active Line Items, Active Ad Units

Complexity: B | Authors: [REDACTED] | Last Updated: 12/18/18

Enforcing limits ensures that our Ad Serving platform continues to be stable and protects the long term health of our product. Limits protect the reliability of the performance of the system for the ultimate benefit of all publishers.

With this launch we will begin enforcement of the following 2 limits:

Active Line Items - 61,000  
Active Ad Units - 100,000

Once enforcement of these limits begin, publishers will be prevented from creating new objects of these type until they have reduced the number below the allowed limit

Publishers can monitor their limits using the Limits Dashboard under Admin > Global Settings > Limits



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#### Active Line Items

Bucket 1 - *under the limit*: 55K and under  
Bucket 2 - *close to or over the limit*: 55K+

#### Active Ad Units

Bucket 1 - *under the limit*: 90K and under  
Bucket 2 - *close to or over the limit*: 90K+

Partners in Bucket 2 (close to or over either of these limits) are listed here: [Partners Over the Limit: ALI & Ad Units](#)

